

ORDER



Orders
Order / Rev: 49238
Alt Order #: 09791124
Product Desc: NELSON FOR SENATE
Estimate: 543
Flight Dates: 08/15/12 - 08/21/12
Original Date / Rev: 08/14/12 / 08/14/12
Order Type: CIA - O

Fox 30 JAX

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Abar Hutton Media, LLC
Buying Contact:
Billing Contact:
 6190 Grovedale Ct
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Bill Nelson (D) US Senate
Demographic: A35+
Product Codes: US Senate
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 07/30/12 | 08/21/12 | 7 | \$1,400.00 | \$1,190.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-------------------|-------------------|-------------|
| August 2012 | 7 | \$1,400.00 | \$1,190.00 | 0.00 |
| Totals | 7 | \$1,400.00 | \$1,190.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|------------|-------|-------------|
| Fox 30 JAX | 7% | \$1,400.00 |
| Market | 100% | \$20,000.00 |

Competitive Share

| | Share | Total |
|-------|-------|------------|
| CABLE | 0% | \$0.00 |
| EAWS | 0% | \$0.00 |
| ETEV | 0% | \$0.00 |
| UNKWN | 3% | \$600.00 |
| WCWJ | 0% | \$0.00 |
| WJXT | 32% | \$6,400.00 |
| WJXX | 6% | \$1,200.00 |
| WTEV | 37% | \$7,400.00 |
| WTLV | 15% | \$3,000.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------|------|-------------------|-----------------|--------------------------------|-------|------------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|----------|
| E 1 | WAWS | 08/15/12 | 08/21/12 | M-F 9a-10a Dr Phil | CM | 9:00 AM-10:00 AM | MTWTF-- | :30 | 1 | \$100.00 | P-2 | 0.00 | NM | 1 | \$100.00 |
| DR PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/15/12 | 08/21/12 | MTWTF-- | | | 1 | | | \$100.00 | | 0.00 | | | |
| E 2 | WAWS | 08/15/12 | 08/21/12 | M-F 2p-230p Judge Joe Brown | CM | 2:00 PM-2:30 PM | MTWTF-- | :30 | 2 | \$80.00 | P-2 | 0.00 | NM | 2 | \$160.00 |
| JUDGE JOE BROWN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/15/12 | 08/21/12 | MTWTF-- | | | 2 | | | \$80.00 | | 0.00 | | | |

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Advertiser: Bill Nelson (D) US Senate
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 Estimate: 543

Fox 30 JAX

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
|-----|-------|-------------------|-----------------|--------------------------------|-------|---------------------------|-----|-------------|----------|---------------|----------|-------|------------|
| E 2 | WAWS | 08/15/12 | 08/21/12 | M-F 2p-230p Judge Joe Brown | CM | 2:00 PM-2:30 PM MTWTF-- | :30 | 2 | \$80.00 | P-2 | 0.00 NM | 2 | \$160.00 |
| | | | | JUDGE JOE BROWN | | | | | | | | | |
| 3 | WAWS | 08/15/12 | 08/21/12 | M-F 530p-6p Family Feud | CM | 5:30 PM-6:00 PM MTWTF-- | :30 | 2 | \$150.00 | P-3 | 0.00 NM | 2 | \$300.00 |
| | | | | FAMILY FEUD | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/15/12 | 08/21/12 | MTWTF-- | | 2 | | \$150.00 | | 0.00 | | | |
| E 4 | WAWS | 08/15/12 | 08/21/12 | M-F 10p-1030p M-F 10p-1030p | CM | 10:00 PM-10:30 PM MTWTFSS | :30 | 1 | \$560.00 | P-2 | 0.00 NM | 1 | \$560.00 |
| | | | | NEWS | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/15/12 | 08/21/12 | MTWTFSS | | 1 | | \$560.00 | | 0.00 | | | |
| 5 | WAWS | 08/15/12 | 08/21/12 | M-F 1030p-11p M-F 1030p-11p | CM | 10:30 PM-11:00 PM MTWTFSS | :30 | 1 | \$280.00 | P-3 | 0.00 NM | 1 | \$280.00 |
| | | | | NEWS | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/15/12 | 08/21/12 | MTWTFSS | | 1 | | \$280.00 | | 0.00 | | | |
| | | | | | | | | | | | Totals | 7 | \$1,400.00 |